Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
----------091437 070709Z /15
R 310500Z DEC 77
FM AMEMBASSY SANA
TO USDOC WASHDC
INFO SECSTATE WASHDC 3360
AMEMBASSY JIDDA
USLO RIYADH
AMCONSUL DHAHRAN
AMEMBASSY KUWAIT

UNCLAS SANA 5161

E.O. 11652: N/A
TAGS: BEXP, SA, YE
SUBJECT: USDOC/CAGNE TRADE PROMOTION SCHEDULE

REFERENCE: (A) JIDDA 8301; (B) STATE 261362; (C)SSTATE 287832;
(D) SANA 4922 (NOTAL); (E) USDOC 24287

1. AS USDOC AWARE, SANA HAS NEVER PARTICIPATED IN TRADE MISSION PROGR/. HOWEVER, IN LIGHT OF FAST MOVING YEMEN MARKET WE WOULD LIKE TO BEGIN AS SOON AS POSSIBLE WE ARE AWARE OF FRAGILITY OF SCHEDULING TRADE MISSIONS WHICH DONE FAR IN ADVANCE OF ACTUAL SHOW. WE FURTHER AQSRE OF RELUCTANCE TO ALTER S HEDULES. HOWEVER, WE FEEL THAT YEMEN IS AT STAGE WHEREBY CAREFLLY SELECTED MISSIONS SHOULD REALIZE SUCCESS IN SHORT STOP SANA. INASMUCH AS JIDDA IS ONLY LITTLE OVER ONE HOUR PLANE RIDE AWAY AND THERE ARE NO VISA PROBLEMS FOR ENTERING YAR, WE STRONGLY URGE USDOC/CAGNE FAVORABLY CONSIDER OUR REQUEST TO TACK ON SIDE TRIP FOR SELECTED MISSIONS FOR AT LEAST ONE DAY TO SANA.

2. ALLTHOUGH INEXPERIENCED IN TRADE PROMOTION AFFAIRS, POST WILL EXPEND ALL NECESSARY EFFORTS TO BRING OFF SUCCESS OF MISSIONS TO SANA. WE FEEL AT PREYXENT THAT WE COULD PROBABLY HANDLE 2 TRADE
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MISSIONS PER YEAR AND, AS MENTIONED, WOULD LIKE TO GET STARTED. WE UNDERSTAND THAT THERE WILL BE A BUILDING AND CONSTRUCTION TM (APRIL 10-20 78) VISITING SAUDI ARABIA, MOROCCO AND TUNISIA. ALSO THERE IS WATER RESOURCES TM SCHEDULED FOR SAUDI ARABIA IN JUNE 1978 (IS THIS DIFFERENT FROM THAT OF PARA 3F. REF E?).
STAB AT TM PROMOTION BEGINNING WITH THESE TWO. BA ILDING AND CONST-RUCTION ACTIVITY IN YAR EXPERIENCING AN UNPRECEDENTED BOOM. ALTHOUGH WE ARE SEEING MORE AND MORE MACHINERY DRIBBLING INTO YEMEN, MAJORITY OB BUILDING IS STILL DONE MANUALLY. WE THANK THAT BUILDING AND CONSTRUCTION TM WOULD GET INTO YAR MARKET AT GOOD TIME

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BEFORE SECTOR IS DOMINATED BY BROEIGN CONCERNS. SIMILARLY, AS NOTED REF D, WATER RESOURCES IS CONSTANT CONCERN OF YEMEN AND TM SHOULD BE WELL RECEIVED. IF USDOC WOULD PROVIDE US WITH LIST AND DESCRIPTIONS OF PARTICIPANTS OF THESE MISSIONS AND MORE IMPORTANTLY URGE THAT SANA BE INCLUDED AS SPINOFF TO SAUDI ARABIA, WE SURE THAT WE CAN MAKE EFFORT A SUCCESS.

3. COMMENT: AS SECSTATE AND, PERHAPS,USDOC
AWARE, WE DO NOT HAVE FULL-TIME QUALIFIED COMMERCIAL OFFICER TO HELP US IN ADVANCE PLANNING OF YEARLY TRADE PROMOTION EVENTS. THIS SOMEWHAT OF HANDICAP TO US IN VIEW FACT WE CONSIDER MOST IMPORTANT MISSION OF POST TO BE XPLOITATION OF BURGEONING YEMENI ECONOMY TOBENEFIT OF US BUSINESS. THEREFORE, WE MAY FIND THAT WE NEED TDY HELP FROM MORE EXPERIENCED POSTS OR WASHINGTON TO HELP US IN INITIAL PROMOTION EFFORTS.AT SAME TIME SANA OFFICERS, ALTHOUGH NOVICES IN COMMERCIAL AFFAIRS, ARE TRYING FOCUS EFFORTS IN COMMERCIAL ACTIVITIES
.
WE FRANKLY CANNOT WAIT FOR SCHEDULING OF FY 1980 TRADE PROMOTION EVENTS TO HOST OUR FIRST TM. SHOULD THIS BE THE CASE WE FEAR A SUBSTANTIAL LOSS OF BUSINESS AND TRADE TO MORE AGGRESSIVE COUNTRIES ACTIVELY PURSUING THE YEMENI RIYAL.
SCOTES

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SAS ID: 120283
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